



Creating New (International) Sales Opportunities

**By Alexa Hamilton, Business Oregon
for Cities of Beaverton & Hillsboro**

February 2013

Why Export? Exports = Jobs

- Manufacturers help to drive Oregon's economy, with \$14.5 billion in product exports in 2011.
- In 2011, \$4.9 billion in exports was with our FTA partners.
- More than 23 percent of Oregon's employment stems from exports.



Every Bit Helps!

- Manufacturing accounts for nearly 80% of Oregon's exports (2011).
- • Since 2000, Oregon's exports grew 45% percent
- Exports support 23% of Oregon's manufacturing jobs.





Oregon's Export Economy: The "C's" have it

- Exports to critical to Oregon's economy
- China and Canada are Oregon's top two export market
- Why?



Oregon's top export markets – remainder . . .

- Japan
 - Korea
 - Taiwan
 - Germany
 - Brazil
 - Philippines
 - Australia
 - Singapore
- ALL up '11 vs. '10

Watch for Trends . . .

- Oregon exported \$67 million in solar cells to Canada in 2011.
- We exported \$530,000 and \$3 million in 2009 and 2010.
- We were at \$950,000 by mid 2012.



Export Assistance available to help Drive Sales

- 1:1 counseling re: export strategy
- Grant programs for shows, distributor development, export training (Federal/State)
- Export finance assistance (w/Exim , SBA & Private Sector)
- In-country help in Asia, EU and Saudi Arabia (Business Oregon)





Global Trade Specialists

- **Tom DiCorcia**
 - Electronics & Advanced Materials, IT, Medical Products, Metals
- **Alexa Hamilton**
 - Transportation Equip.; Consumer Goods; Defense; Food/Ag Processing
- **Dana Shannon**
 - Apparel/Sporting Goods; Logistics & Distribution
- **Sunun Setboonsarng**
 - Environmental Tech; Renewable/Energy Efficiency; Green Bldg

Take advantage of trade events

Including:

- **March 8-10 Natural Products - Anaheim**
- May 13-17 - World Trade Week – Greater Portland/Eugene/Bend
- May 9-12- **Zoomark International (Pet) - Italy**
- June 17-23– Paris Airshow (Aero/Defense) - France



Take advantage of Oregon trade events (cont'd)

- June 19-21- 4th Medical Device Development & Manufacturing Expo – Japan
- July 24-26- ExpoHospital 2013 (Santiago, Chile)
- Aug 28-31- Eurobike 2013 - Germany.
- Sept 9-11- ReTech 2013 – Wash. DC
- Sept. 12-15 – Helicopter show - China
- *** Possible grants for SME's ***

Case Studies – David H. Sutherland



Case Study – (cont'd)

- Participated in organized Aerospace mission to India (3 cities)
- 1:1 counseling with Oregon's rep in China
- Utilized grant for Singapore Air Show

Case Studies – Merry Hempster

- Sales were flat in Japan
- Worked with Oregon's office in Japan
- Introduced to new customers, plus former/existing customers also contacted by JRO
- Result in new distributor and export order

Case Studies – (cont'd)



25 THE MERRY HEMPSTER オーガニック市場で 話題のリップバーム

USDA(アメリカ農務省)から認定を受けた、元祖オーガニックリップバームが上陸。"植物界の宝石"と重宝されるヘンプ油。乾燥している部分にダイレクトにうるおしを与え、気になる縦シワをケア。冬の厳しい乾燥に負けない、つやつやリップを手に入れて。10月下旬より発売。¥819

シンセリティースタイル
044-276-9900

Local Resources

- Consuls & Honorary Consuls (e.g, Canada, Philippines, etc.)
- International Networking Events
- US Commercial Service – Portland
- Trade organizations (e.g., Softwood Export Council, Pacific NW Defense Coalition, Pacific NW International Trade Alliance)
- Universities and Colleges
- Economic Development Agencies



Make it Happen!





**For more
information:**

Alexa Hamilton
Global Trade Specialist
Business Oregon
Alexa.hamilton@state.or.us
<http://www.oregon4biz.com>

Thank You